

Message Text

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PAGE 01 AMSTER 00141 141716Z
ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 EB-08 USIA-15 /036 W
-----141717Z 036217 /41

P R 111445Z FEB 77
FM AMCONSUL AMSTERDAM
TO SECSTATE WASHDC 2995 PRIORITY
USDOC WASHDC PRIORITY
INFO AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 141

C O R R E C T E D C O P Y (PARA 4 LINE 5 TO READ 3/4)

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: USHUS: VIDEO/CATALOG EXHIBIT, SEPT 77

REF: STATE 027394 (NOTAL): THE HAGUE 0750: BRUSSELS 01313 (NOTAL)

1. PROPOSED USHUS EXHIBIT SEEMS AN EXCELLENT APPROACH, APPLICABLE
TO OUR CONSUMER TRADE CCP CAMPAIGN.

2. TO INCREASE IMPACT AND EXPOSURE TO TARGET OF SMALL AND MEDIUM
FIRMS, ESPECIALLY THOSE NOT REGULARLY CONTACTED IN THE RANDSTAD,
WE RECOMMEND USHUS BE MOBILE WITH ONE DAY EXHIBIT IN AMSTERDAM,
ONE DAY IN NORTH AND ONE IN SOUTH. LOCAL C OF C OR OTHER SUPPORT
WILL BE ENLISTED OUTSIDE AMSTERDAM FOR JOINTLY SPONSORED EVENTS.
SEPT. 19-21 DATES FALL DURING PLANNED IN-STORE PROMOTION, BUT NO
MAJOR PROBLEM ANTICIPATED.

3. ESTIMATED ADDITIONAL COSTS:

SPACE RENTALS (3 DAYS)	DOLS 800
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TRAVEL/TRANSPORT FOR MOBILE EXHIBIT DOLS 775

TOTAL DOLS 1,575

TRAVEL INCLUDES 3 EMPLOYEES MILEAGE/PER DIEM PLUS TRANSPORT.
RENTAL FOR 3 DAYS AMSTERDAM ONLY EST. DOLS 1,200.

4. ABOVE ASSUMES USE 2 USIS VTR SYSTEMS. USIS CAN PROVIDE THESE BUT STRONGLY SUGGESTS LOCAL RENTAL BECAUSE OF HEAVY USE OF THEIR SYSTEMS, AND POSSIBLE MAINTENANCE PROBLEMS. USIS WOULD, HOWEVER, PROVIDE BACKUP. RENTAL COST WOULD BE DOLS 700 FOR 2 VIEWERS. WE REQUIRE 3/4 INCH VTR CASSETTES COMPATIBLE WITH AVAILABLE EQUIPMENT HERE.

5. SEE REFTTEL PARA 6A. WE ARE UNACQUAINTED WITH MERO SYSTEM. IS IT MOBILE? NO OTHER SYSTEM AVAILABLE AT POST.

6. FOR RECRUITING, OIM MAY WISH TO REFER TO FY78 CCP (SEE THE HAGUE 0750) PROJECTIONS OF CONSUMER GOODS SALES IN NETHERLANDS, EXPECTED TO REACH DOLS 450 MILLION. HOUSEWARES ARE DYNAMIC GROWTH SUB-SECTOR FOR US SALES. AT LEAST FIFTEEN DUTCH BUYERS VISITED NHWS JAN 77, 25 ARE SCHEDULED TO VISIT AMERICAN PAVILION AT COLOGNE HWS THIS MONTH, POST IS CO-SPONSORING 2 VISITS TO JULY NHWS, ONE WITH MAJOR DUTCH PUBLISHING HOUSE AND ONE WITH MAJOR BANK, IN-STORE PROMOTION IS SCHEDULED IN SEPTEMBER 77 WITH A CHAIN WITH DOLS 1,600 MILLION SALES IN 1976. A SECOND IN-STORE PROMOTION IS PLANNED FOR SEVERAL SHOPPING CENTERS IN FY78.
LAGASSE

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Message Attributes

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Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770072-0159, D770049-1182
Format: TEL
From: AMSTERDAM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770252/aaaabtki.tel
Line Count: 84
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Litigation Codes:
Litigation History:
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